



Resources and services available to businesses and professionals to reach the physician market.

### **1) Email Campaign**

Our group can leverage our database of physicians in your market (4,000 – 6,000 email addresses depending on the market) and develop and send a custom email template specifically for your business. Your email can include content, images, video uploads and live links to your email address and website (and any social media accounts). Average fee is usually around \$299.00.

### **2) MD Life Magazine**



Our MD Life magazine is distributed monthly to doctors. The publication combines topical doctor and healthcare related stories with lifestyle articles such as travel, food, luxury and other content that is about an affluent lifestyle. You can place an ad, write an advice column or be interviewed for a profile article about you and your business. We publish individual editions for each of the 45 markets in the USA that we operate in so that you can target only the geographic areas that you want. We offer a new advertiser special program - \$99.00 for a full-page ad for one month.

### **3) Co-Op Postcard Campaign**

Three times per year, our group produces a direct mail campaign to physicians with a co-op postcard stack. The group of individual postcards from different businesses is mailed to physicians at their office address. The postcards in the stack are from businesses and professionals who offer services and products to doctors. Each business participating in the co-op mailing has an exclusivity for their type of business. The average fee to participate is \$399.00.

#### **4) Lunch Appointments**

Our team will arrange lunch or in-person appointments between you and a physician that is interested in discussing their needs for what you offer and who meet the qualifying criteria that you provide to us. The average fee per appointment set up for you is between \$79.00 and \$99.00.

#### **5) Exhibitor Booth at Physician Conferences**

Our group produces a quarterly conference for doctors which offers speakers on topics such as financial planning, asset protection, retirement strategies, tax reduction, passive income and more related financial subjects. We feature a marketplace section at the conference for businesses that provide services and products to doctors. You will have a booth space in the marketplace section if you wish to participate in one of these conferences to meet and greet the physicians attending the conference. You will have exclusivity for your type of business. The fee to be a sponsor with booth space and have a write up about your business (with your contact information included on all the conference promotional material) is \$499.00.

#### **6) Physician Resources Guide**

We publish and mail a resource directory for physicians that features businesses and professionals that serve the physician market. Each business that participates in the resource guide receives a two-page spread. One page is for editorial content such as an article or Q and A interview. The other side is a full-page advertisement. The typical fee for the two-page spread is between \$299.00 and \$399.00.

### **General Services for You**

Our group offers individual services for businesses and professionals to assist them in generating new clients.

#### **1) We Can Create Your Marketing Materials**

Our team can create flyers, brochures, post cards, signs, email templates, ads, graphics for social media and more. We also offer full-service printing.

#### **2) Email Campaigns**

We can create an effective email communication for you to send to your prospects and/or existing clients. We can also create a prospect database and send your custom email to these new prospects.

#### **3) Direct Mail**

Our group offers complete direct mail services from creating your piece, securing the mailing list, printing, bundling and mailing.

#### **4) Custom Newsletters or In-House Publications**

Use newsletters or publications to engage and educate your current base or utilize these as a marketing tool to generate new business. Our company publishes our own newsletters and publications in 45 markets in the United States and we are available to offer our turn-key publishing services to you, from content to final publication in digital or print format.

## **5) Podcast Production**

Do you want to have your own podcast? We can help you develop content and scripts, train you on how to do it, provide the software and equipment, get it listed for download on the proper apps, produce it and even promote it and sell advertising for you.

## **6) Seminar Production and Promotion**

Our group can develop a seminar program for you to make presentations and we can assist you with marketing your seminars to your target market.

## **7) YouTube Channel Production**

Do you want to have your own YouTube Channel? We can help you develop the format, produce your episodes and then promote the channel and help you build audience and subscriptions to your programming.

## **Contact Us**

Please email us at [clientservices@rjwcommunications.com](mailto:clientservices@rjwcommunications.com) or call us at 888-670-2228 for further information on how any of our services can help you connect to your market.